

RUSHMORE (J.H.)

A TREATISE

ON

AERATED MILK,

PRODUCED SOLELY AT THE FARM OF

J. H. RUSHMORE,

OLD WESTBURY, QUEENS CO., L. I.

OFFICE, 21 FULTON STREET, NEW YORK.

NEW YORK:

Isaac C. Titus, Printer and Stationer, 64 Cedar Street,

1872.



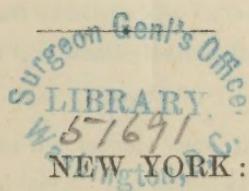
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TO THE PEOPLE OF NEW YORK AND BROOKLYN.

The subscriber desires to call your attention to his system of producing, caring for and delivering milk. The stipulations by which the reform is effected are embodied in the following letter from HENRY BERGH, Esq., President of the Society for the Prevention of Cruelty to Animals. This and the succeeding pages are respectfully submitted to your consideration.

J. H. RUSHMORE.

OPINION OF HENRY BERGH, ESQ.

*President of the American Society for the Prevention of
Cruelty to Animals, 696 Broadway, N. Y.*

There is no article of food which is so universally consumed, and exercises so vital an influence on the human family, as milk. From the cradle to the grave, it is their constant nourishment, and has more to do with the health and physical organization of a people than any other aliment whatever; and yet, there is none so deteriorated by the cruelty and avarice of dealers; nor one which holds within its composition, so many and such fatal germs of suffering and decay. It is not overrating its powers to declare, that it determines what shall be the physical and intellectual status of a nation at large. These facts are well known to all physiologists, and to most sensible and reflecting people; and yet, this animal poison is taken into the system, regardless of the ruin it inflicts! Indeed, the undersigned has been formally rebuked, by magistrates and juries, for venturing to restrain the inhuman wretches who torture unoffending brutes, in the propagation of this death-dealing fluid, which they impudently call MILK!

Is it not time that the people were aroused to the supreme importance of this subject? In the belief that it is, I avail myself of the first occasion which seems to offer a radical change.

Mr. J. H. RUSHMORE, of Old Westbury, Queens Co., L. I., who has been long and most favorably known to BENJ. D. HICKS, Esq., a near neighbor of his, and a vice-president of this society, thus engages with the public to furnish his customers with milk, procured only from perfectly healthy cows, fed and treated as follows:

"The cows are to be supplied with perfectly sweet corn and oatmeal, wheat, bran, oil meal and roots, to the ENTIRE EXCLUSION OF BREWERS' GRAINS AND SWILL AND STARCH-FACTORY REFUSE. Daily out-door exercise will be allowed each animal. The best spring water to be abundantly supplied for drinking, the stables to be frequently disinfected, and a cloth shield to be used to protect the milk from foreign substances. All animal heat will be removed by the aerating process, and every article used in holding and caring for the milk to be thoroughly cleansed by steam. Each customer's milk will be sealed before leaving the dairy in a separate can."

It is to be hoped that the effort of MR. RUSHMORE to inaugurate a reform in this great public interest, will meet with the support it merits.

HENRY BERGH.

NOVEMBER 15th, 1872.

Probably but few people residing in the city know how the milk which they consume is produced.

With no desire to draw an invidious distinction between other dairies and my own, I would call public attention to the vast difference between producing milk from unmarketable and damaged crops, fed in connection with acid and fermenting refuse from starch factories and breweries as is too often the case, and the subscriber's method of making every crop raised a valuable auxiliary to the dairy interest, and purchasing only such feed as shall by its richness and variety enhance materially the wholesomeness and quality of the dairy products.

The reputation of the milk furnished from the subscriber's farm is based on the STRICT fulfillment of the conditions as specified in Mr. Bergh's letter. The "aerating process" consists in forcing pure, cold air through the milk. It is the only efficient method whereby the animal heat may be entirely removed, and the healthfulness of the milk guaranteed. Requiring special machinery for its application, it cannot be expected that the ordinary dairyman will abandon the questionable and convenient practice of cooling by the absorption of ice.

It may be a matter of no little surprise to the public when they are told that it is an almost universal practice to wash dairy utensils in water below boiling temperature, and to use the same water for cleansing (?) both sides of milk pails, thereby bringing the inner surface in contact with substances alike offensive to decency and common sense.

To remedy these defects an engine and boiler are used. The cans are first subjected to HIGH pressure steam; they are then placed against rapidly revolving brushes, which, by appliances peculiar to this dairy alone, cleanse each can with water constantly renewed.

The use of a cloth shield can be best appreciated by those who have had opportunity to observe the amount and variety of soluble particles that fall into the pail by the usual process of milking.

The importance of variety and high quality of feed, of pure water and a sweet atmosphere, is patent to all, and the preceding stipulations, by which they are obtained, speak sufficiently clear.

There are those who may consider the employment of a veterinary surgeon as entirely superfluous. I would ask such to consider for a moment the fact that the cattle disease, now so fatally prevalent in Europe, is liable to be introduced into this country at any time, to the great danger of imperilling the lives of children, and all who depend on milk for food.

The benefit derived from the small can system is twofold—avoiding the possibility of the milk being adulterated and insuring a uniform distribution of its richness.

The intimate relation between the wholesomeness of milk and the health of the animal producing it, together with the salutary effect of punctual attendance in furnishing feed and drink, and the manifest advantages of kind treatment, have suggested many little details, which will be cheerfully explained to those who choose to make a personal inspection of my dairy.

To many the question will suggest itself: "How is it possible to guarantee an article passing through the hands of several different persons in the dairy?"

In explanation, I would say that each employee gives competent security for the efficient performance of his several duties, which I daily supervise in person, thus enabling me to furnish a brand of milk eminently adapted to the use of invalids and children, because of its CLEANLINESS and RICH quality.

Milk will be delivered daily, fresh from the farm, at Fifteen Cents per quart. When tickets are taken, Seven will be furnished for One Dollar.

Orders may be mailed to Old Westbury, L. I., or sent to my office, No. 21 Fulton Street, N. Y., where I may be seen on every Monday, Wednesday and Saturday until farther notice.

J. H. RUSHMORE.

